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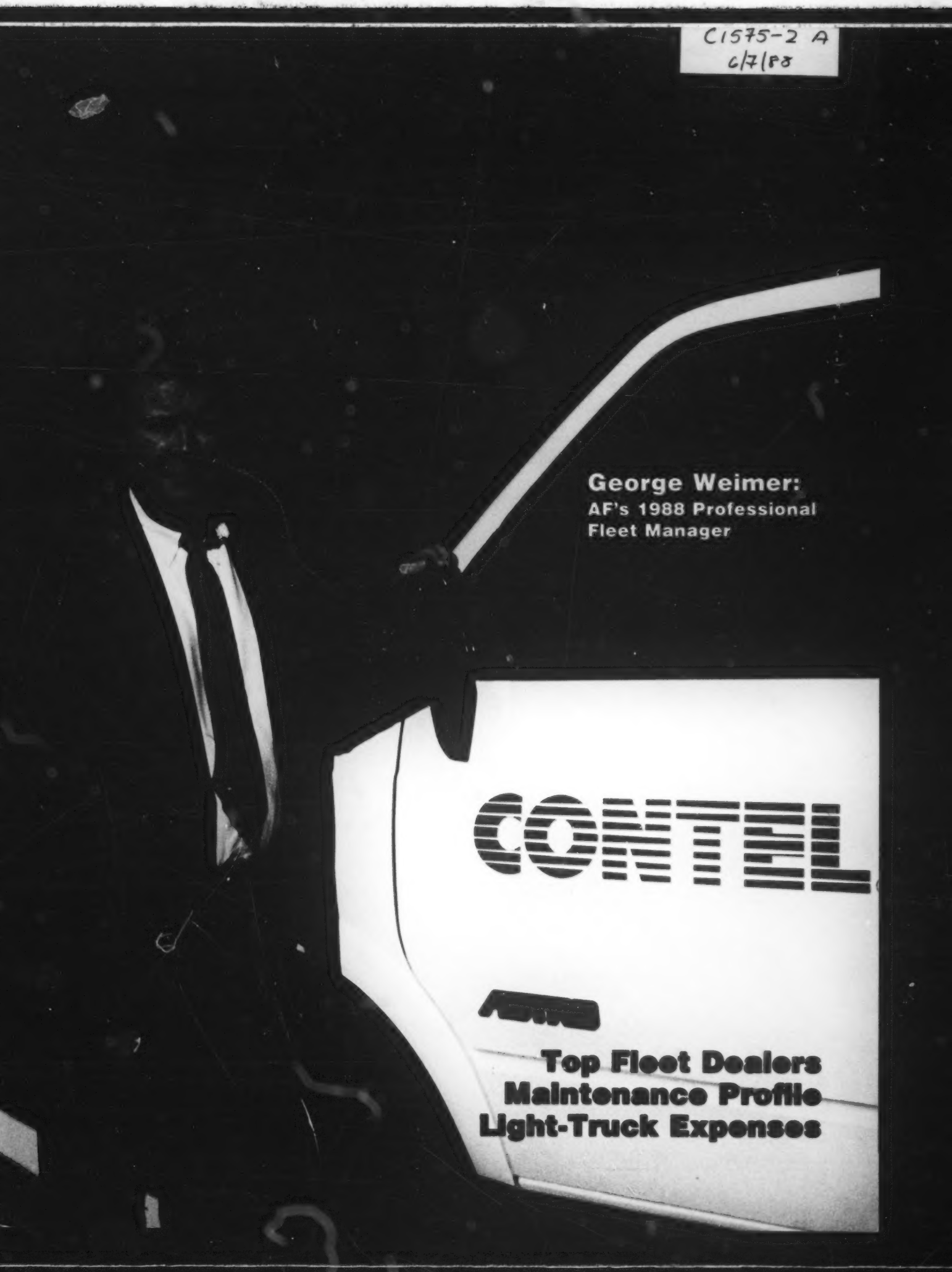

automotive FLEET®
CAR AND LIGHT TRUCK FLEET AND LEASING MANAGEMENT MAGAZINE

BOBIT PUBLISHING

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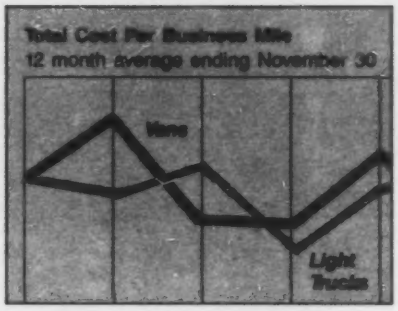
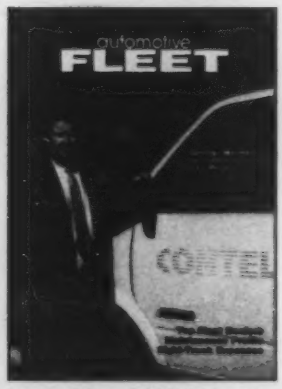
VOL. 27, NO. 7

Influencing the management of 4,720,000 cars and 2,000,000 light trucks and vans in business, leasing, rental, utility, government, police and taxi fleets.

p. 31



p. 58



On the cover: George Weimer, director of transportation services for Contel Service Corp., has been voted the fourth winner of *Automotive Fleet's* annual Professional Fleet Manager Award. Interview starts on page 23.

Features

23 **George Weimer Receives Professional Fleet Manager Award**
Contel's director of transportation services, a 31-year industry veteran, is selected as AF's 1988 top fleet manager.

31 **Hewlett-Packard's In-House Maintenance Program**
In-house maintenance becomes more than routine when a fleet's replacement cycling is performed on an annual basis.

41 **Emkay Builds on Service Tradition**
Despite industry consolidation, this Chicago-area lessor has maintained an independent operation for the past 42 years.

46 **The Top-Selling Fleet Dealers of 1987**
AF salutes 42 fleet dealers for their top sales performances.

51 **American Car Rental Association 10th Annual Convention**
ACRA members convene with "People" as a theme.

54 **Satellite Broadcast for GM's Fleet Preview**
A first-ever satellite broadcast introduces GM's new models.

55 **Xerox Specifies Uniroyal Royal Seal for Fleet**
Saving employee time and money by minimizing flat tires were the motivating reasons for selecting this tire brand.

Truck Section

58 **Expenditures Rise for Light Trucks and Vans**
A PH&H study shows running expenses rising slightly because of higher cost-per-mile maintenance figures.

62 **Improving Corrosion Resistance**
A major truck body supplier develops and installs a complex in-house automated electrocoating system for body finishing.

Departments

Letters	11	Used-Car Prices	77
Industry News	13	New Products	78
Hotline	21	Gas Prices	80
Light Truck and Van News	66	Classified	81
Personnel Personals	68	Calendar	83
Leasing	72	Ad Index	83
Rental	73	Editorial	84

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The Top-Selling Fleet Dealers of 1987

On April 30, during the 20th Annual Automotive Fleet & Leasing Association Spring Meeting and Conference held at the Westin St. Francis Hotel in San Francisco, 42 automotive dealerships were presented the annual Fleet Dealer Award, recognizing their outstanding 1987 fleet sales achievements. The awards were presented by *Automotive Fleet* magazine.

Topping the list with the highest fleet sales for 1987 was Ed Morse Chevrolet of Lauderhill, FL, with 22,837 vehicles sold. In second place, with 21,488 vehicles sold, was Fairway Ford of Latrobe, PA. The 42 top dealerships combined for a total of 256,134 vehicles, an increase of more than 27,000 over 1986's figures. In representative terms, this is an average of 6,000 vehicles per dealer.

The 11th annual fleet dealer awards luncheon was held on the closing day of the three-day conference, and was attended by fleet dealers, lessors and manufacturers. Plaques were presented to the top three winners from each of the major fleet lines.

As in past years, the fleet departments from each automobile manufacturer provided support and assistance by notifying the magazine of the top three dealerships after tabulating and verifying the necessary sales figures.

These 42 dealerships represent the best in sales achievement in today's competitive fleet market. *Automotive Fleet* congratulates them and supports their continued efforts.

(Winners on page 48.)

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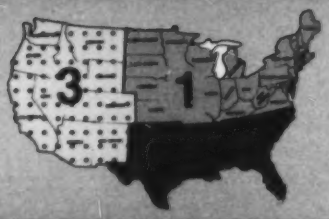
1988 FLEET DEALER AWARDS

Chevrolet	Jack Evans	Ed Morse Chevrolet	Lauderhill, FL	22,037
	Eli Crespi	Collection Chevrolet	Miami, FL	18,251
	Bill Wink	Wink Chevrolet	Dearborn, FL	14,725
Ford	James O'Neal, Jr.	Fairway Ford	Latrobe, PA	21,488
	Ted Daniel	McInerney Ford	Orlando, FL	11,928
	Bob Karlin	Santa Monica Ford	Santa Monica, CA	10,586
Toyota	Lloyd Caran	Longo Toyota	El Monte, CA	7,570
	Gerry Bean	Kendall Toyota	Miami, FL	7,072
	Ron Cerrachio	Gateway Toyota	Toms River, NJ	5,109
American Isuzu	Mark Smith	Sam White Isuzu	Houston, TX	2,632
	Joseph Laham	Auto West Isuzu	Westwood, MA	1,124
	Tom Fazularo	Isuzu of Hillside	Hillside, NJ	1,039
Cadillac	Phil Davis	Polkowitz Motors	Perth Amboy, NJ	14,402
	Jack Evans	Bayview Cadillac	Ft. Lauderdale, FL	3,931
	Jim O'Neal	Arnold Palmer Cadillac	Charlotte, NC	2,068
Pontiac	Donna Janazzo/Stephen Barberino	Stephen Pontiac/Cadillac	Bristol, CT	12,117
	Walt Kozak/Stanley Penn	Penn Pontiac	Baltimore, MD	7,090
	John McNally	J.M. Pontiac	Hollywood, FL	6,877
Buick	Matt Kelley	Reef Buick	Lauderdale Lakes, FL	4,502
	Chuck Lorenz	Wilkins Buick	Glen Burnie, MD	3,973
	Tom Parish	Lupient Buick	Minneapolis, MN	3,812
Oldsmobile	George Steinbock	Anderson Oldsmobile	Baltimore, MD	4,850
	Don Fenton	Larry Faul Oldsmobile	Schaumburg, IL	4,668
	Dewey Hibben	Jim Lupient Oldsmobile	Golden Valley, MN	4,107
Volkswagen	Eugene Weisberg	Queensboro Volkswagen	Woodside, NY	2,589
	Pete Tynan	Tynan Volkswagen	Denver, CO	1,250
	Dick Gorham	Ganley Inc.	Cleveland, OH	970
Nissan	Dennis Hecker	Burnsville Nissan	Burnsville, MN	3,060
	Joe Williamson	Action Nissan	Kissimmee, FL	2,328
	Rick Lamb	Harbor Nissan	Harbor City, CA	1,070
Lincoln/Mercury	Lloyd K. Brocket	Central Florida Lincoln/Mercury	Orlando, FL	5,361
	Jeannie Kerner	O'Connor Lincoln/Mercury	Los Angeles, CA	3,140
	Bill Schreier	Stanford Lincoln/Mercury	Menlo Park, CA	2,062
Chrysler/Plymouth	Preston Neal	South Bay Chrysler/Plymouth	Torrance, CA	8,475
	Jim Wallace	Galeana Chrysler/Plymouth	Fort Myers, FL	5,880
	Bob Heller	Bloomington Chrysler/Plymouth	Bloomington, MN	3,204
Dodge	Jack Taylor	Lute Potter Dodge	Winter Park, FL	8,495
	Jerry Ulm	Precision Chrysler/Plym./Dodge	Winter Haven, FL	7,208
	Stan Smith	Del Amo Three	Torrance, CA	3,181
AMC/Jeep/Eagle	Steve Leach	Southview AMC/Jeep/Renault	Inver Grove Heights, MN	501
	Mark Rosenstock	Dale American Motors	Bronx, NY	401
	Don Silver	Emich AMC/Jeep/Renault	Lakewood, CO	351
			Total:	256,134

USED CARS

The following are average used car prices for the period ending April 1, 1988. Prices are based on wholesale activity at major dealers across the country. They are divided into three zones as indicated on the accompanying map. These averages are calculated electronically in IBM machines. They are based on clean cars only. Proper allowance should be made for upgrading sharp cars and proper deduction taken for fair cars. Automatic transmissions have been included in the averages of all models. This information is published in *Automotive Fleet* by special permission of Automotive Market Report.



86 AMC ALLIANCE			
Sdn 4 Dr L Series	3559	3586	3487
85 AMC ALLIANCE			
Sdn 4 Dr L Series	2736	2761	2680
86 AMC ENCORE			
Sdn 5-Dr S Series	3504	3540	3435
85 AMC ENCORE			
Sdn 5-Dr S Series	2718	2745	2663
86 BUICK SKYHAWK			
Cust Coupe	4923	4973	4824
Cust Sdn	4999	5048	4898
86 BUICK CENTURY			
Cust Sdn	6335	6400	6210
85 BUICK CENTURY			
Cust Sdn	5150	5202	5048
86 BUICK SKYLARK			
Cust Sdn	6532	6416	6226
85 BUICK SKYLARK			
Cust Sdn	3905	3946	3828
86 BUICK SOMERSET REGAL			
Coupe	6409	6470	6279
86 BUICK RIVIERA			
Coupe	10,361	10,463	10,154
85 BUICK RIVIERA			
Coupe	8584	8668	8412
86 BUICK LE SABRE			
Cust Sdn	7899	7978	7742
85 BUICK LE SABRE			
Cust Sdn	6346	6410	6221
86 CADILLAC DE VILLE			
Cpe	11,979	12,098	11,740
Sdn	12,135	12,257	11,895
85 CADILLAC DE VILLE			
Cpe	9321	9415	9135
Sdn	9321	9415	9135
86 CADILLAC SEVILLE			
Sdn	14,960	15,110	14,660
85 CADILLAC SEVILLE			
Sdn	12,771	12,899	12,518
86 CHEVY CHEVETTE			
Htchbk 4 Dr	3175	3204	3111
85 CHEVY CHEVETTE			
Htchbk 4 Dr	2541	2568	2489
86 CHEVY CAMARO			
Cpe	6794	6861	6658
85 CHEVY CAMARO			
Cpe	5692	5748	5579
86 CHEVY CAVALIER			
Sdn	4589	4615	4477
85 CHEVY CAVALIER			
Sdn	3661	3697	3588
86 CHEVY CELEBRITY			
Sdn	5900	5958	5783
85 CHEVY CELEBRITY			
Sdn	4597	4643	4505
86 CHEVY CAPRICE			
Sdn	6428	6492	6298
85 CHEVY CAPRICE			
Sdn	5997	6056	5874
86 CHRYSLER LE BARON			
Cpe	5892	5952	5777
Sdn	5951	6012	5833
85 CHRYSLER LE BARON			
Cpe	4747	4794	4653
Sdn	4777	4827	4682
86 CHRYSLER FIFTH AVENUE			
Sdn	8970	9058	8791
85 CHRYSLER FIFTH AVENUE			
Sdn	7334	7407	7186
86 DODGE OMNI			
Htchbk 4 Dr	3622	3656	3549
85 DODGE OMNI			
Htchbk 4 Dr	2842	2870	2785
86 DODGE ARIES			
Sdn	4539	4585	4447
85 DODGE ARIES			
Sdn	3439	3470	3368
86 DODGE DIPLOMAT			
Sln Sdn	5210	5263	5107
85 DODGE DIPLOMAT			
Sln Sdn	4043	4080	3958
86 DODGE LANCER			
Sdn	5842	5901	5725
86 DODGE 600			
Sdn	5616	5671	5502
85 DODGE 600			
Sdn	4282	4325	4196
86 FORD ESCORT			
Htchbk 4 Dr L Series	3801	3841	3725
85 FORD ESCORT			
Htchbk 4 Dr L Series	2896	2924	2836
86 FORD MUSTANG			
LX-4 Cpe	5467	5520	5356
85 FORD MUSTANG			
LX-4 Cpe	4471	4514	4383
86 FORD TAURUS			
GL Sdn 4 Dr	7379	7456	7235
86 FORD TEMPO			
GL Sdn 4 Dr	4776	4824	4682
85 FORD TEMPO			
GL Sdn 4 Dr	3713	3751	3641
86 FORD LTD			
Sdn	4944	4993	4843
85 FORD LTD			
Sdn	3870	3908	3791
86 FORD CROWN VIC			
Sdn	8504	8590	8335
85 FORD CROWN VIC			
Sdn	6954	7024	6814
86 FORD THUNDERBIRD			
Cpe	7230	7303	7089
85 FORD THUNDERBIRD			
Cpe	5960	6020	5838
86 LINCOLN CONTINENTAL			
Sdn	14,147	14,290	13,864
Town Car Sdn	12,882	13,011	12,624
Mark VII Cpe	13,793	13,929	13,517
85 LINCOLN CONTINENTAL			
Sdn	11,568	11,682	11,337
Town Car Sdn	10,446	10,550	10,237
Mark VII Cpe	11,331	11,443	11,103
86 MERCURY LYNX			
L Htchbk 4 Dr	3841	3879	3764
85 MERCURY LYNX			
L Htchbk 4 Dr	3032	3064	2972
86 MERCURY COUGAR			
Cpe LS	8045	8127	7884
85 MERCURY COUGAR			
Cpe LS	6596	6662	6464
86 MERCURY TOPAZ			
GS Sdn 4 Dr	4949	4999	4850
85 MERCURY TOPAZ			
GS Sdn 4 Dr	3836	3873	3758
86 MERCURY MARQUIS			
Sdn	5036	5085	4935
85 MERCURY MARQUIS			
Sdn	3921	3963	3844
86 MERCURY GRAND MARQUIS			
Sdn	9096	9161	8887
85 MERCURY GRAND MARQUIS			
Sdn	7400	7475	7250
86 OLDS FIRENZA			
Sdn	4999	5048	4898
85 OLDS FIRENZA			
Sdn	3932	3970	3853
86 OLDS CIERA			
L Coupe	6266	6331	6143
L Sdn	6343	6406	6217
85 OLDS CIERA			
LS Cpe	5081	5131	4980
LS Sdn	5145	5197	5043
86 OLDS CALAIS			
Sdn	6378	6439	6249
86 OLDS CUTLASS SUPREME			
Cpe	7001	7071	6858
Sdn	6820	6889	6686
85 OLDS CUTLASS SUPREME			
Sdn	5616	5671	5501
86 OLDS DELTA 88			
Rgcy Sdn	9422	9517	9234
85 OLDS DELTA 88			
Rgcy Sdn	7690	7767	7535
86 PLYMOUTH HORIZON			
Htchbk 4 Dr	3620	3655	3547
85 PLYMOUTH HORIZON			
Htchbk 4 Dr	2838	2867	2782
86 PLYMOUTH RELIANT			
Sdn	4520	4564	4431
85 PLYMOUTH RELIANT			
Sdn	3440	3471	3370
86 PLYMOUTH CARAVELLE			
SE Sdn	5395	5448	5285
86 PLYMOUTH GRAN FURY			
Salon Sdn	5214	5295	5139
85 PLYMOUTH GRAN FURY			
Salon Sdn	4191	4232	4105
86 PONTIAC T-1000			
Sdn	3206	3240	3142
85 PONTIAC T-1000			
Sdn	2595	2621	2541
86 PONTIAC SUNBIRD			
Sdn	4910	4959	4811
85 PONTIAC SUNBIRD			
Sdn	3871	3912	3796
86 PONTIAC 6000			
Sdn	6140	6202	6019
85 PONTIAC 6000			
Sdn	4772	4820	4675
86 PONTIAC GRAND AM			
Sdn	6615	6679	6479
86 PONTIAC FIREBIRD			
Cpe	6878	6947	6740
85 PONTIAC FIREBIRD			
Cpe	5758	5818	5645
86 PONTIAC BONNEVILLE			
Sdn	6526	6592	6397
85 PONTIAC BONNEVILLE			
Sdn	5042	5092	4941
86 PONTIAC GRAND PRIX			
Cpe	6909	6981	6773
85 PONTIAC GRAND PRIX			
Cpe	5748	5807	5634
86 PONTIAC PARISIENNE			
Sdn	7886	7946	7712
85 PONTIAC PARISIENNE			
Sdn	6224	6286	6100
86 NISSAN SENTRA			
Std Sdn 2 Dr	4060	4101	3979
86 NISSAN STANZA			
GL Htch 4 Dr	6628	6694	6495
86 NISSAN MAXIMA			
SE Sdn	9902	10,001	9704
85 NISSAN SENTRA			
Std Sdn 2 Dr	3234	3267	3170
85 NISSAN STANZA			
XE Htchbk 4 Dr	4793	4840	4697
85 NISSAN MAXIMA			
SE Sdn	8167	8249	8003
86 TOYOTA COROLLA			
Sdn 4 Dr Dlx	5845	5904	5278
86 TOYOTA CAMRY			
Sdn 4 Dr Dlx	7863	7941	7706
86 TOYOTA CRESSIDA			
Lux Sdn	11,531	11,645	11,300
85 TOYOTA COROLLA			
Sdn 4 Dr Dlx	4924	4973	4826
85 TOYOTA CAMRY			
Dlx Sdn 4 Dr	6393	6457	6265
85 TOYOTA CRESSIDA			
Sdn	9124	9215	8942
86 VOLKSWAGEN JETTA			
Sdn 4 Dr	6774	6841	6639
85 VOLKSWAGEN JETTA			
Sdn 4 Dr	5630	5687	5518

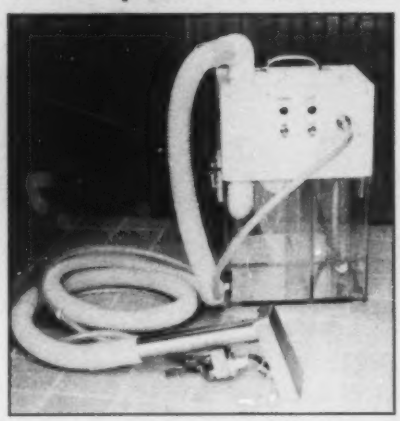
NEW PRODUCTS

RIDE-RITE AIR ADJUSTABLE helper springs, a suspension-assist product for the commercial light truck market, has been introduced. The helper springs are cord-reinforced rubber air springs that are

mounted between the frame and axle of the vehicle. They work in conjunction with the existing vehicle suspension. As the vehicle is loaded, inflatable Ride-Rite springs can be pressurized to level the load of the vehicle both front-to-back and side-to-side. *Firestone Industrial Products Co.*

Circle 211 on Inquiry Card

THE POWER SPOTTER is small enough to fit into the trunk of a car, yet powerful enough to clean heavily-soiled upholstery or badly-stained carpeting. The housing is constructed of lightweight, unbreakable ABS plastic. The unit features



an interior spotter/detailer for hard-to-reach areas, clear tanks for easy monitoring of fluid levels, and weighs only 25 pounds with tools and hoses. The Power Spotter comes with a 25-foot power cord, an eight-foot vacuum-flex hose, an eight-foot solution hose, and a low-profile, stainless steel hand tool. *McDowell Supply Co.*

Circle 212 on Inquiry Card

THIS FUTURISTIC CAR NAVIGATION SYSTEM is controlled by a 16-bit, single-chip V25/V35 microprocessor that can calculate a vehicle's position using multiple sensor signals. Through these signals, the system receives all of the information necessary to gauge a vehicle's distance and speed. The navigation system's full-color display terminal is a high-grade, six-inch CRT incorporating a specially-designed keyboard, including menu and cross keys, with digital and analog RGB input terminals. The CD-ROM cartridge design allows for clean handling to protect the cartridge's database. The disk is "built-in" to the cartridge plastic cover and loads directly so that the user need never touch the disk. *NEC Home Electronics (U.S.A.) Inc.*

Circle 213 on Inquiry Card

AN AUTOMATED VOICE-RESPONSE SYSTEM has been designed that virtually converts any touch-tone telephone into a terminal which connects to a central computer. The Trucker Voice Exchange (TVX) allows drivers to leave and receive recorded messages 24 hours a day, use touch-tone digits to key in location and status (such as goods delivered), and/or speak directly to a dispatcher. With the system, high-priority calls get immediate attention, and around-the-clock accessibility is assured. The TVX produces printed reports on call activity to increase productivity. The information can be used by management to determine dispatcher staff requirements. *ABS Associates, Inc.*

Circle 214 on Inquiry Card

GAS PRICES

UNLEADED

City	Cost Per Gallon Unleaded Full-Serve	Self-Serve
Mobile, AL	117.7	86.7
Kingman, AZ	144.9	108.9
Pasadena, CA	122.4	83.9
Stamford, CT	125.1	102.7
Key West, FL	138.9	102.9
Augusta, GA	125.4	84.2
Chicago, IL	133.9	97.4
New Orleans, LA	122.9	86.9
Grand Rapids, MI	122.7	90.4
Charlotte, NC	133.4	86.9
Reno, NV	143.6	106.7
Brooklyn, NY	98.9	91.9
San Antonio, TX	110.4	78.4
Yakima, WA	159.9	104.9
Wheeling, WV	114.9	87.4

Survey conducted during the first five working days of April 1988.
Supplied by Runzheimer International, Runzheimer Park, Rochester, WI.